

**Master of Arts/MBA Schools of Business and
Communication; Public Relations/Advertising
Agency/Dept. Management Concentration**

2011-2012

Student's Name: _____

Entrance Date: _____

B.A. or B.S. in: _____

From: _____

School of Communication Requirements 27

___	JOUR	503	Writing/Editing in the Jour Style OR	3
___	JOUR	504	Broadcast News Writing	
___	JOUR	518	Comm. Law & Regulation	3
___	JOUR	519	Media Ethics & Responsibilities	3
___	JOUR	535	Adv/PR Agency/Dept. Mgt.	3
___	JOUR	593	Applied Mass Communication	3
			Research Methods	

**Select 4 (or 5, 6 or 7 if JOUR 503, 518 and/or 519 have been
waived) (12-21 credits)**

___	JOUR	521	Writing for Public Relations	3
___	JOUR	526	Principles of Advertising	3
___	JOUR	527	Principles of Public Relations	3
___	JOUR	530	Creativity/Managing Creative People	3
___	JOUR	531	Advertising and PR Research	3
___	JOUR	533	Media Planning and Evaluation	3
___	JOUR	538	Integrated Marketing Comm.	3
___	JOUR	539	PR for Nonprofit Organizations	3
___	JOUR	540	Freelance Communications and Consulting	3

School of Business Requirements 27

___	MBA	511	Accounting for Managers	3
___	MBA	570	Global Environment of Business	3
___	MBA	571	Legal Environment of Business	3
___	MBA	572	Marketing	3
___	MBA	573	Corporate Finance	3
___	MBA	574	Organizational Behavior	3
___	MBA	576	Quantitative Methods	3
___	MBA	577	Strategic Planning	3
___	MBA	578	Managerial Economics	3